

ORDER

Orders
Order / Rev: 36723
Alt Order #:
Product Desc: 10/12-10/17
Estimate:
Flight Dates: 10/12/12 - 10/17/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: GENERAL

WTVF

Primary AE: Political Political
Sales Office: WTVF
Sales Region: Local

Agency Name: Fletcher Rowley Riddle-TN
Buying Contact:
Billing Contact:
 1720 West End Avenue, Suite 630
 Nashville, TN 37203

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Eric Stewart for Congress
Demographic: A25-54
Product Codes: PO01
Priority: P5
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	4	\$2,650.00	\$2,252.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$2,650.00	\$2,252.50	0.00
Totals	4	\$2,650.00	\$2,252.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	10/12/12	10/12/12	M-F 6a-7a	CM	6a-7a	----F--	:30	1	\$525.00	P4	0.00	NM	1	\$525.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$525.00		0.00			
N 2	WTVF	10/15/12	10/15/12	M-F 5p-530p	CM	5p-530p	M-----	:30	1	\$625.00	P4	0.00	NM	1	\$625.00
				M-F 5p-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$625.00		0.00			
N 3	WTVF	10/16/12	10/16/12	M-F 6p-7p	CM	6p-630p	-T-----	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				M-F 6p-630p		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1				\$750.00		0.00			
N 4	WTVF	10/13/12	10/13/12	M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p	-----S-	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				M-Sa 10p-1035p, Su 10p-1035p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$750.00		0.00			
Totals														4	\$2,650.00

36723

WTVF (CBS) 5 NASHVILLE
ERIC STEWART FOR CONGRESS - TN4
Week 4: 10/11-10/17 (Thu-Wed)

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th Qtr Card									
PROGRAM	DAYPART	Tue 10/9	Wed 10/10	Thu 10/11	Fri 10/12	Sat 10/13	Sun 10/14	Mon 10/15	Tue 10/16
M-F MORNING REPORT	6-7A				1				1
M-F 5P REPORT	5-5:30P							1	
M-F 6P REPORT	6-6:30P								1
SAT 10 P REPORT	10-10:30P					1			1
GROSS									4
AGENCY DISCOUNT (-15%)									\$397.50
NET TO STATION									\$2,252.50

TOTAL COST

\$525.00

\$625.00

\$750.00

\$750.00

\$2,650.00

\$397.50

\$2,252.50

\$525.00

\$625.00

\$750.00

\$750.00

\$2,650.00

\$397.50

\$2,252.50

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WTVF</u>	Date: <u>10/10</u>
--	---------------------------

I, Kati Bungardner,
 being/on behalf of: Eric Stewart, a legally
 qualified candidate of the Democrat political
 party for the office of: US Congress - TN 4
 in the General
 election to be held on: 11/6/12
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges:

\$ 2650.00

Fletcher·Rowley

STRATEGY·ADVERTISING·NEW MEDIA

1720 West End Ave., Suite 630
Nashville, TN 37203
(615) 329-9559

PINNACLE
NATIONAL BANK
NASHVILLE, TN
87-863-640

PAY TO THE
ORDER OF

WTVF-TV

10/10/2012

\$ **2,252.50

Two Thousand Two Hundred Fifty-Two and 50/100***** DOLLARS

WTVF-NewsChannel 5 Network
474 James Robertson Parkway
Nashville, TN 37219

MEMO

Stewart for Congress



Katya Bungevich
AUTHORIZED SIGNATURE

⑈037187⑈ ⑈064008637⑈

⑈1196783⑈

FLETCHER ROWLEY, INC.

WTVF-TV

10/10/2012

2,650.00
-397.50

37187

37187

Security Features: Details on back

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Wednesday, October 10, 2012 1:52 PM
To: Kiley Murphy
Cc: Kati Bumgardner
Subject: Stewart Schedule
Attachments: WTVF ck.pdf; WTVF 10.11 to 10.17.xls; WTVF 10.11 to 10.17.pdf; NABpg2 10.11 to 10.17.pdf

Attached please find a schedule for Eric Stewart for Congress. Flight dates are 10/11-10/17. Please let me know if there are clearance issues. Feel free to move spots within the flight dates if necessary. Just let me know where they end up!

I will send scanned copies of the check shortly - they will arrive via fedex tomorrow. The spot will be sent via DG/Fastrack today

FYI: there are two spots that are identical: one is HD and one is SD depending upon your capabilities. I assumed you could handle HD

Thanks

D

Insertion instructions are:

STEWARTE1203H "Pay Cut HD" @ 100%

Denise Lawrence
Media Placement
Fletcher Rowley Consulting
1720 West End Avenue
Suite 630
Nashville, TN 37203
deniselawrence@comcast.net
www.fletcherrowley.com

615-419-2271 (Direct)
615-329-9559 (O)
615-329-9633 (F)